

UNIT 494

HEARST SAN SIMEON STATE HISTORIC MONUMENT

GENERAL DEVELOPMENT PLAN

January 1978

HEARST SAN SIMEON

STATE HISTORICAL MONUMENT

RESOURCE MANAGEMENT PLAN,
VISITOR CENTER GENERAL DEVELOPMENT PLAN,
and
ENVIRONMENTAL IMPACT REPORT

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State of California - The Resources Agency
DEPARTMENT OF PARKS & RECREATION
June 1978

DEPARTMENT OF PARKS AND RECREATION

P.O. BOX 2390
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Resolution 5 — 78

Resolution adopted by the
CALIFORNIA STATE PARK AND RECREATION COMMISSION
at its regular meeting in Salinas
January 13, 1978

WHEREAS, The Director of the Department of Parks and Recreation has presented to this Commission for approval the proposed Resource Management Plan, Visitor Center General Development Plan and the Environmental Impact Report for Hearst San Simeon State Historical Monument; and

WHEREAS, this reflects the long-range development plan as to provide for the optimum use and enjoyment of the unit as well as the protection of its quality;

NOW, THEREFORE, BE IT RESOLVED that the State park and Recreation Commission approves the Department of Parks and Recreation's "Resource Management Plan, Visitor Center General Development Plan and Environmental Impact Report for Hearst San Simeon State Historical Monument, Revised from the Preliminary, dated December 1977," subject to such environmental changes as the Director of Parks and Recreation shall determine advisable and necessary to implement carrying out the provisions and objectives of said plan.

HEARST SAN SIMEON STATE HISTORICAL MONUMENT

RESOURCE MANAGEMENT PLAN
VISITOR CENTER GENERAL DEVELOPMENT PLAN
ENVIRONMENTAL IMPACT REPORT

June 1978

Edmund G. Brown Jr.
Governor of California

Huey D. Johnson
Secretary for Resources

Russell W. Cahill
Director
Department of Parks and Recreation



State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
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ACKNOWLEDGEMENT:

Special thanks to the consultants, Theodore Osmundson and Associates, Landscape Architects and Park Planners in San Francisco, for their thorough study of alternatives and resource information, upon which this report is based and for their assistance, guidance and review of the preliminary Resource Management Plan, General Development Plan, and Environmental Impact Report.

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Permission to use the following listed photographs is gratefully acknowledged.

Photographs on the cover, pages 7, 15, 16, 19, 20, 30, and 35 are courtesy of Theodore Osmundson.

Photograph on page 13 is courtesy of Herbert Cockcraft.

The graphics were prepared by Herbert Cockcraft and Roger Moser.

Theodore Osmundson, Herbert Cockcraft, and Roger Moser are members of Theodore Osmundson and Associates, Landscape Architects and Park Planners, San Francisco.

SUMMARY

The Resource Management Plan presents the department's policies for ensuring the preservation and protection of all resources at Hearst San Simeon State Historical Monument. The General Development Plan proposes certain measures that would improve the quality of visitors' experiences at this unit.

The specific measures recommended are:

1. Replacement of the temporary visitor center with a permanent structure
2. Offering a broader interpretive program
3. Development of a bus tour staging area that would offer waiting visitors comfortable seating and protection from the elements
4. Improvement of vehicular flow and parking.

Implementation of the proposals largely depends on:

1. Improving the reliability of the water supply.
2. Obtaining permission from the California Coastal Zone Conservation Commission to proceed with the developments.

The Environmental Impact Report describes all impacts the proposed development will have on the area, and measures proposed for minimizing any adverse impacts.

The Wrestlers (Copy)





INTRODUCTION



La Casa Grande



Location Map

INTRODUCTION

Purpose of Plans

Senate Bill 415, Chapter 932, dated 1976, authored by Sen. Grunsky, directed the Department of Parks and Recreation to prepare a general development for Hearst San Simeon S.H.M. This act is an urgency statute, needed for the immediate preservation of public peace, health, and safety. Secondly, it calls for development as soon as possible of the urgently needed General Development Plan for the staging area at Hearst San Simeon S.H.M., to provide necessary additional visitor services created by the substantial increase in visitor attendance at the monument.

The Hearst San Simeon State Historical Monument Resource Management Plan and General Development Plan and a specific area plan for the visitor center are designed to delineate fundamental policies to preserve and protect the historical, cultural, and natural resources of this area, and to recommend certain measures that would enlarge the scope and improve the quality of the visitor experience.

Description

Hearst San Simeon State Historical Monument is a unique and popular element in the California State Park System. It is located off California Scenic Highway 1, 94 miles south of Monterey and 42 miles north of San Luis Obispo. (See map, p. 2)

The unit comprises about 150 acres in two parcels. The larger parcel, about 128 acres, contains the Hearst mansion and environs, and is located on a hilltop 5 miles east of the smaller parcel, at the base of the hill near the highway. The two parcels are connected by a two-lane black-topped road on a 60-foot-wide right-of-way held by the state. The smaller parcel, the visitor center area, contains 22.02 acres.

The unit was transferred to the state by the Hearst Corporation in 1958, as a memorial to its former owner, California newspaper and magazine publisher William Randolph Hearst, and to his mother, Phoebe Apperson Hearst. The only major stipulation to the gift was that it be kept in the same condition Hearst left it in when he died.

William Randolph Hearst named this place La Cuesta Encantada — The Enchanted Hill. The complex of buildings, begun in 1919, consists of three guest houses and the magnificent, 137-foot-high Hispano-Moresque mansion, La Casa Grande.

Hearst never referred to La Casa Grande as a "castle;" to him, it was his home. At the time of his death in 1951, it was still unfinished, but had grown to castle-like proportions with 100 rooms, including 38 bedrooms, 31 bathrooms, 14 sitting rooms, a kitchen, a movie theatre, 2 libraries, a billiard room, dining hall, assembly hall, and others. This splendid mansion with its equally elegant guest houses is commonly referred to as Hearst Castle.

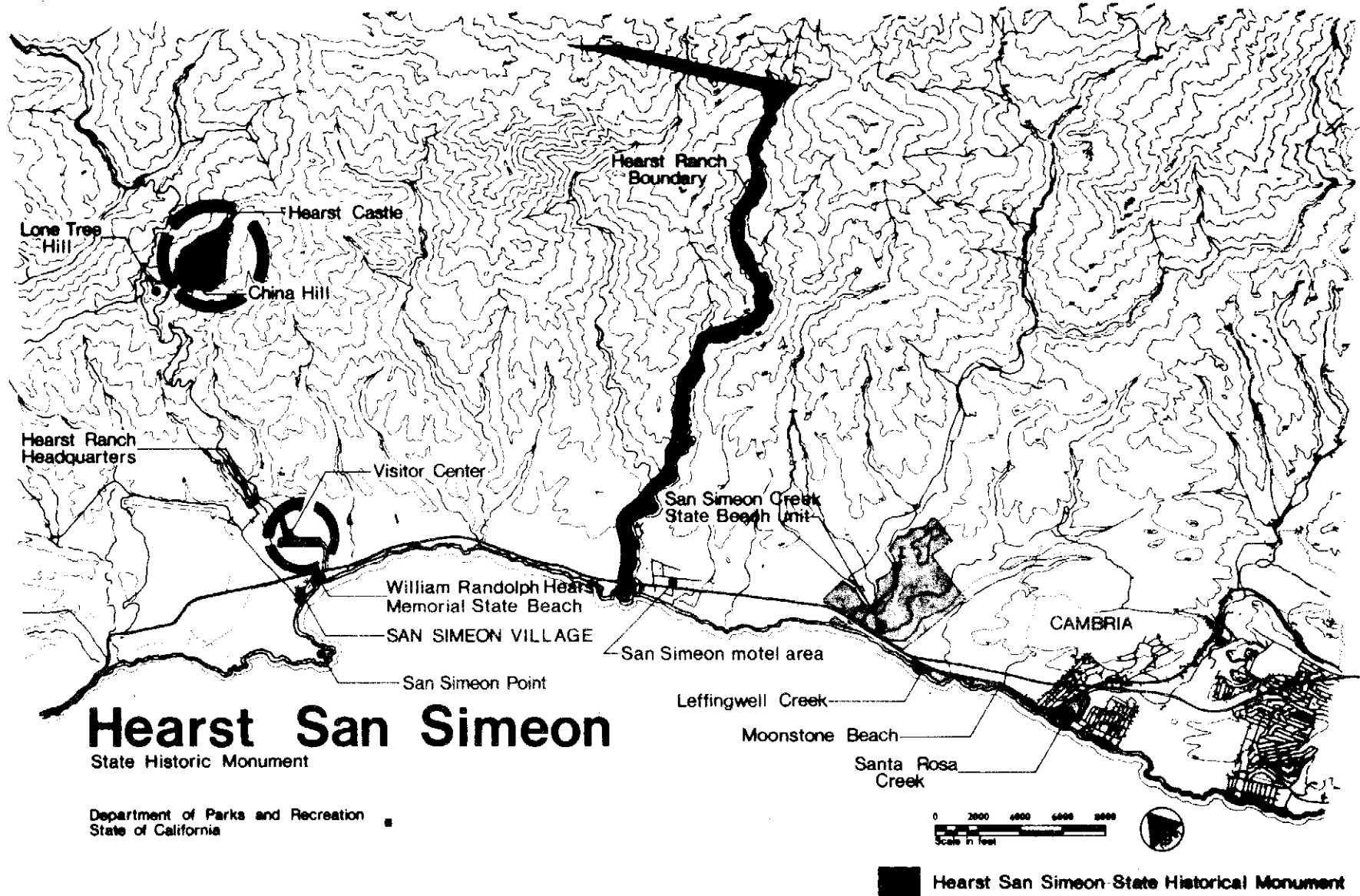
Since the unit was given to the state, more than 9 million persons have visited it. Most visitors agree that they have seen both one of the most elegant private residences in America and an outstanding example of the baronial splendor that typified the lifestyle of a small group of financial giants in a cultural, social, and economic era that is not likely to occur again.

*"Copy of Enchante" an original marble dated 1914
by the American Sculptor Frederick MacMonnies.*



RESOURCE INVENTORY





RESOURCE INVENTORY

Cultural Resources

Archeological

The aboriginal inhabitants of this area were the Salinan Indians, a group of Native Americans that several generations of contact with civilization had almost extinguished by the 1950s. The records we have concerning these people are unusually scant; not even their true name has come down to us, so they are called by the name of the river that drains most of their territory. Our knowledge of their activities depends largely on interpretation of archeological evidence.

It is believed that the Indians inhabited the region from Santa Lucia Peak in the north to an area just north of Estero Bay in the south, and inland presumably to the main crest of the Coast Range.

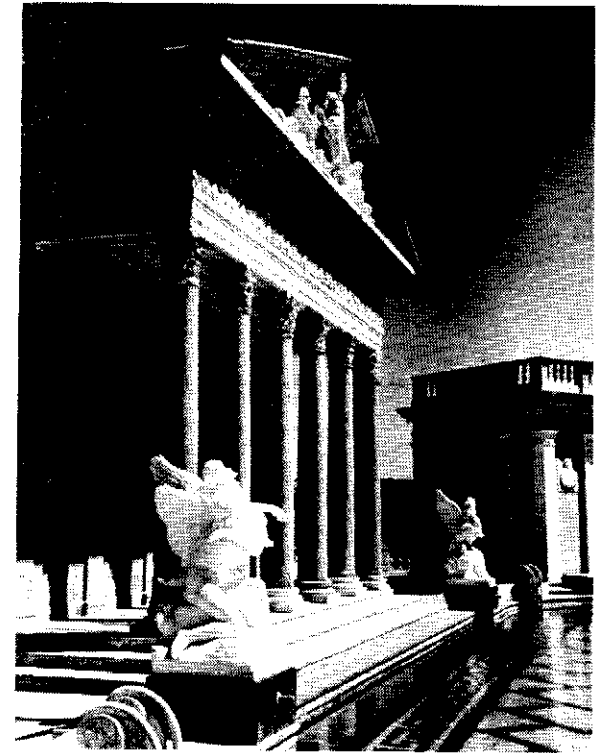
The Salinans belonged to the Hokan linguistic stock, and those Indians inhabiting the immediate area of this state park unit spoke the "Playano" or "beach" idiom, a dialect now extinct. Although they were linguistically more closely related to the Chumash — their neighbors to the south — the Salinans did not have extensive relations with the Chumash. The Salinan culture was largely influenced by the Yokuts of the valley region to the east, with whom they traded, visited, and communicated freely.

Archeological surveys of Hearst San Simeon State Historical Monument have not as yet been carried out, but surveys have been made in nearby areas owned by the state, and several archeological sites have been located. In accordance with the general policy of the department, no construction will be planned for undeveloped areas without first conducting such surveys to ensure preservation of any aboriginal sites or artifacts. Because the archeological evidence is the only surviving record we have of the Salinans, it is vital that all precautions be taken to preserve any artifacts.

Historical

The lands under Hearst ownership were first acquired by mining millionaire Senator George Hearst in 1865, when he purchased the original Spanish rancheros of Santa Rosa, San Simeon, and Piedra Blanca. These were formerly the mission lands of Mission San Miguel Arcangel, occupying some 240,000 acres.

George Hearst's only son, William Randolph Hearst, loved California, and was especially fond of "Camp Hill" on his father's ranch above San Simeon Bay. He had picnicked and camped on this hill with his parents many times as a boy, and continued to do so when he had acquired a family of his own. These outings grew in elaborateness, until they had to be housed temporarily in a huge circus tent. Three guest tents, each with four rooms and a bath, were arranged in a pattern similar to the present layout of the castle grounds.



Roman Temple on Neptune Pool and swan carvings by French sculptor Cassou.

It was "Camp Hill" that Hearst chose as the site for his magnificent home and the three guest houses, mansions in their own right. In 1919, working closely with the architect, Julia Morgan, Hearst began construction of La Cuesta Encantada. No expense was spared in creating this fabulous villa and its guest houses, nor in filling the nearly 150 rooms with priceless art treasures.

In 1958, seven years after the death of Hearst, the decision was made by the Hearst Corporation to donate the castle and surrounding grounds to the State of California, in order to allow the public to experience The Enchanted Hill.

The Hearst Corporation continues to own the surrounding 86,000-acre Piedra Blanca Rancho, extending from San Simeon Creek along 16 miles of coastline to Ragged point, and deep inland into much of the coastal range. These lands, by being held in single ownership, have been protected from random exploitation. Strip commercial development stops abruptly at the southern boundary of the Hearst property. The hilly coastal lands to the north and east of San Simeon are in a state similar to their condition when the Spaniard, Don Gaspar de Portola, camped in the area in 1769. This unique state of the land offers an unparalleled opportunity for historical preservation and interpretation of the area.



Natural Resources

Since development proposals in this document are restricted to the already developed parking and maintenance areas, only a summary of the natural resources is presented here. A full description and listing of these resources is available in a report completed by Theodore Osmundson and Associates, Landscape Architects and Park Planners-Consultants, San Francisco, California, 1977. The report is on file at the Department of Parks and Recreation's Sacramento headquarters.

Visual Quality

Scenic values of the San Simeon area are magnificent. There are three levels at this unit from which to view the area — from the coastline, from the existing visitor center, and from the ridgetop. Each level gives the viewer a different perspective of this beautiful section; all offer spectacular vistas.

From the coastline, one can view the open hills of the cattle range; in the far distance, somewhat hidden behind masses of trees, one glimpses Hearst Castle.

As one approaches the existing visitor center from Highway 1, one is brought visually closer to the castle. From the visitor center area, there is a view of the coast below, the village of San Simeon and its pier, and, to the north, the oak-filled ravine.

From the castle hilltop, at an elevation of 1600 feet, one can enjoy a sweeping panorama of rugged ranch lands and a wide stretch of coastline.

Climate

The San Simeon area is characterized by uniform temperatures. The monthly mean temperature at Piedras Blancas over a 20-year period ranged from a little less than 52° F in January and February to a little more than 57° F in September. The temperature extremes for this same period ranged from a low of 29° F (in February) to highs of 85° F (in October, November, and December).

The reason for the highest temperatures occurring in the fall instead of July or August is the common presence of fog and on-shore winds during the summer months. This moderating influence becomes less frequent in the fall and winter months.

Hydrology

Streams in the San Simeon area are intermittent; that is, they are usually dry in the late summer and fall. The largest stream in the San Simeon area is Arroyo de la Cruz, which empties into the ocean about 6 or 7 miles northwest of the village of San Simeon. Twenty-three years of runoff record are available for this stream, representing the runoff from about 41 square miles of watershed above the gauging station. The average annual runoff during this period represents a depth of about 1.5 feet over the entire watershed. The maximum seasonal runoff was 114,246 acre-feet and the minimum was 4,790 acre-feet.



Scenic values

Geology

Paleocene and Mesozoic sedimentary rocks predominate in the San Simeon area, with Quaternary stream alluvium in thin narrow bands along the creek bottoms. Franciscan formations and ultrabasic rocks (primarily serpentine) underlie the greater part of this area. The general regional structure trends northwest-southeast, and faults make up many of the formational contexts.

A number of major faults strike northwesterly across the area of investigation near the foot of the hills. Several of these can be considered active, as evidenced in numerous places by linear seeps, sag ponds, and disoriented surface drainage. In addition, a number of smaller faults have been mapped on a local basis. Detailed studies of the area have revealed other small faults. The Hearst Corporation's consulting geologists have completed exhaustive studies of all the faults, and have concluded they are inactive.

Soils and Slope

The soils of the San Simeon area vary from nearly level, poorly drained alluvial deposits to steeply sloping residual soils, formed from in-place weathering of a range of bedrock types. The soils are divided into four general soil associations.

The narrow strips along Arroyo Laguna and Oak Knoll Creek are Clear Lake Association soils, with slopes of 2 percent or less. The soils of this association developed from fine sediments of sedimentary rock sources. It is very deep, poorly drained, and has little or no erosion hazard.

The coastal shelf from Oak Knoll Creek to San Simeon Creek is made up of Tierra Association soils, with slopes from 2-9 percent. Soils in this association were formed from old alluvial deposits of mixed origin. These soils have medium to rapid runoff, very slowly permeable subsoils, and a high erosion hazard.

Slopes of the hills from the coastal shelf to a point just below the castle have Los Osos-Lodo Association soils, with slopes ranging from 9-30 percent. This association occurs on rolling to moderately steep hills with shale or fine-grained sandstone bedrock. The erosion hazard is moderate to high.

The area of the castle and behind the castle to Pine Mountain, as well as the Arroyo de la Cruz Canyon, contains Diablo-Montara Association soils, with slopes from 15-75 percent. These soils occur on moderately steep hills and mountains based on igneous bedrock. The erosion hazard is moderate to high.

Vegetation

The area comprising the state historical monument has excellent examples of five vegetative associations — grassland, riparian woodland, oak woodland, coastal scrub, and the ridgetop grounds made up largely of exotic plants brought to the area by Hearst. There are no known rare or endangered species.

Grassland: Gentle grassland plains extend inland from the shoreline bluffs to the upper coastland mountains in the San Simeon region. Grasslands are generally open, with a few trees or shrubs. Although native grasses and forbs still occur in the region, naturalized European annuals are abundant. There is high forage value in introduced grasses and forbs such as bur, clover filaree, plantain, wild oats, and vetch. Other commonly occurring species include California poppy, pimpernel, wild hyacinth, buckwheat, chickweed, and foxtail.

Riparian Woodland: The riparian woodland association occurs along major canyon bottoms in the San Simeon mountains and lower foothills, wherever adequate water is available. Vegetation along the upper tributaries, which have only seasonal surface water supplies, consists of various willow species nearest the channel beds, and gooseberry, wild rose, and poison hemlock bordering the outer margins. These areas also support elderberry and California laurel. Along the lower creek margins, California laurel becomes dominant over the willow species. Larger trees such as western sycamore, bigleaf maple, and red alder are common along major drainages that have year-round surface water flow. Poison oak grows in profusion beneath the canopy of the larger trees.

Oak Woodland: The oak woodland community occurs along slopes of the foothill and mountain region, and is usually associated with high water tables and faulting zones. It is characterized by stands of coast and canyon live oaks, with an undergrowth of herbaceous plants, especially grasses, and scattered low shrubs.

Coastal Scrub: The coastal scrub association occurs on the steep, drier mountain slopes of the coastal range, at mid and upper elevations. Shrubs are the dominant plant types in these regions. The most common species are chaparral broom, coast sagebrush, and bush monkey flower; all are hardy individuals, able to survive extended periods of dry weather.

Ridgetop Grounds: William Randolph Hearst replaced the barren soil of the hilltop with rich topsoil brought from the lowlands, and cultivated hundreds of exotic plants in this area. Although the center of his landscaping efforts was the immediate castle area, plantings of trees and shrubs extend on the main ridge crest for more than a mile to the northwest. Lone Tree Hill, now circled by the visitor tour, remains as a notable landscape feature.



Plantings of trees and shrubs are visible in this photograph.

Wildlife

Each of the vegetative associations described above is the natural habitat for particular species of wildlife. No rare or endangered species of animals are known to occur here. Some of the most common species found in each area are listed below.

Grassland

Reptiles

gopher snake
Pacific rattlesnake
ringneck snake
rubber boa

terrestrial garter snake
western fence lizard
western racer
western skink

Birds

American kestrel
great-horned owl
killdeer
meadowlark
red-tailed hawk
savanna sparrow

Mammals

badger
coyote
deer mouse
domestic cattle and a few zebras
grey fox
ground squirrel
harvest mouse
meadow mouse
pocket gopher

Riparian Woodland

Birds

black phoebe
chickadee
hermit thrush
hooded oriole
mourning dove
rufous hummingbird
rufous-sided towhee
scrub jay
valley quail
Wilson's warbler

Mammals

black-tailed deer
grey squirrel
opossum
raccoon
striped skunk
mountain lion

Oak Woodland

Birds

acorn woodpecker
rufous-sided towhee
white-breasted nuthatch
turkey vulture

Mammals

black-tailed deer
California ground squirrel

Coastal Scrub

Birds

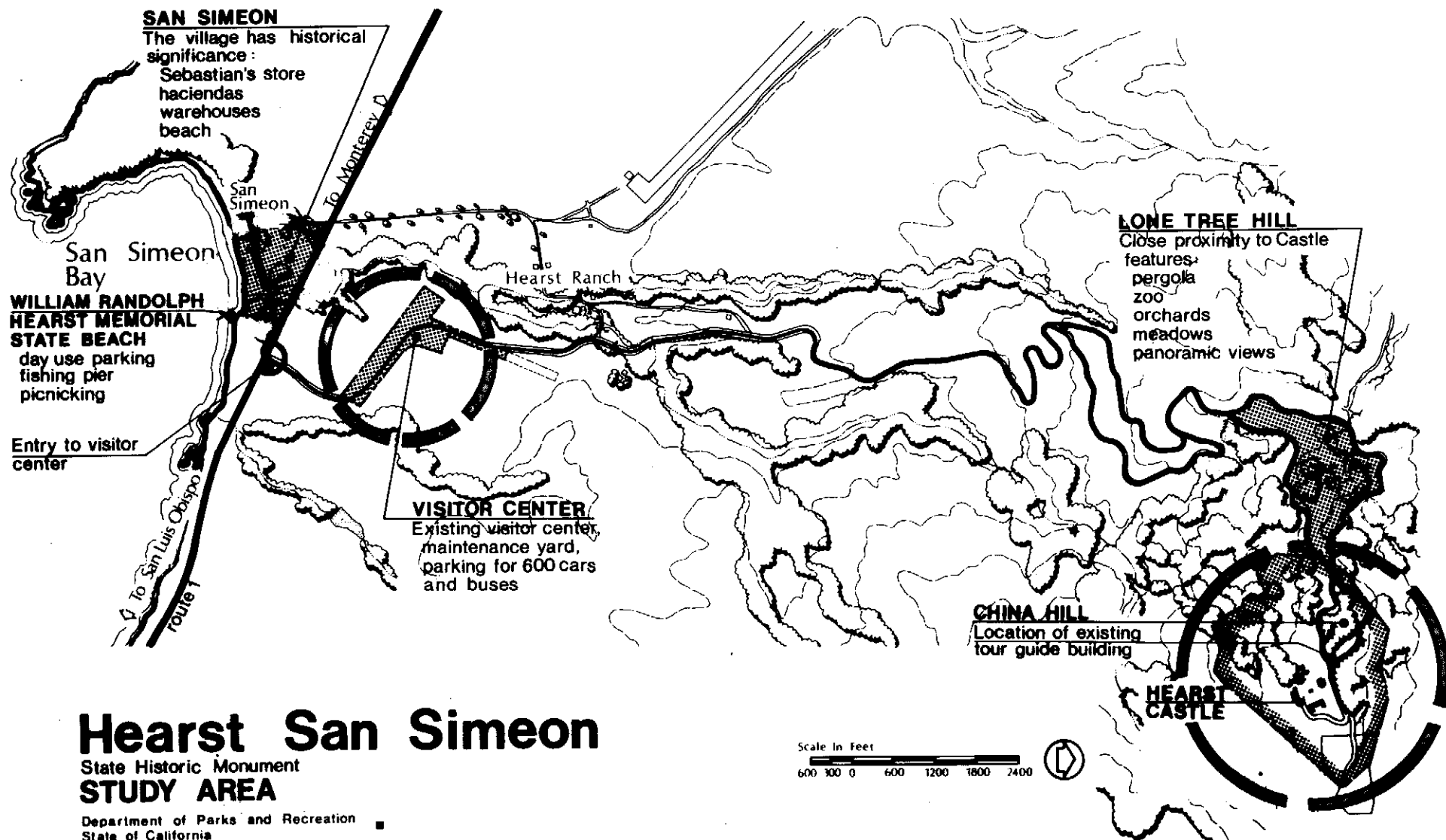
California thrasher
mockingbird
scrub jay
valley quail
western bluebird

Mammals

black-tailed deer
Sambhar deer (introduced from Asia by Hearst)



Zebras still roam the grounds



Recreational Resources

Recreational facilities of the monument include the castle and its environs, the connecting road, the visitor's center, the parking area, the maintenance year, and the tour bus turn-around. (See map, p. 14.)

Castle

Visitors can choose from three different tours at Hearst Castle. Tour 1 is the largest tour given; interpretive content on this tour tends to be comprehensive, including background information on Hearst, his family, lifestyle, newspapers, and political career, and construction of the castle. The tour includes the grounds, guest houses, La Casa Grande, and the two pools.

Tour 2 spends time in Hearst's personal suite, and emphasizes his life and career at the castle. Many of the art masterpieces from Hearst's collection are located in this part of the castle, and guides discuss the art history of different objects.

Tour 3 is directed through Hearst's art collection in the New Wing of the castle.

The bus shuttle to the castle provides another element of the interpretive tour. The bus driver is furnished with a script to give visitors background information on the region's natural history, its mission and rancho periods, and Indian heritage, before reaching the castle.



Sekhmet: Lioness-faced Egyptian Goddess, carved of diorite, and attributed to the 18th dynasty. This is the oldest statue in the Hearst collection.



Visitors on tour of the gardens

Another view of Neptune Pool and Cassou carvings.

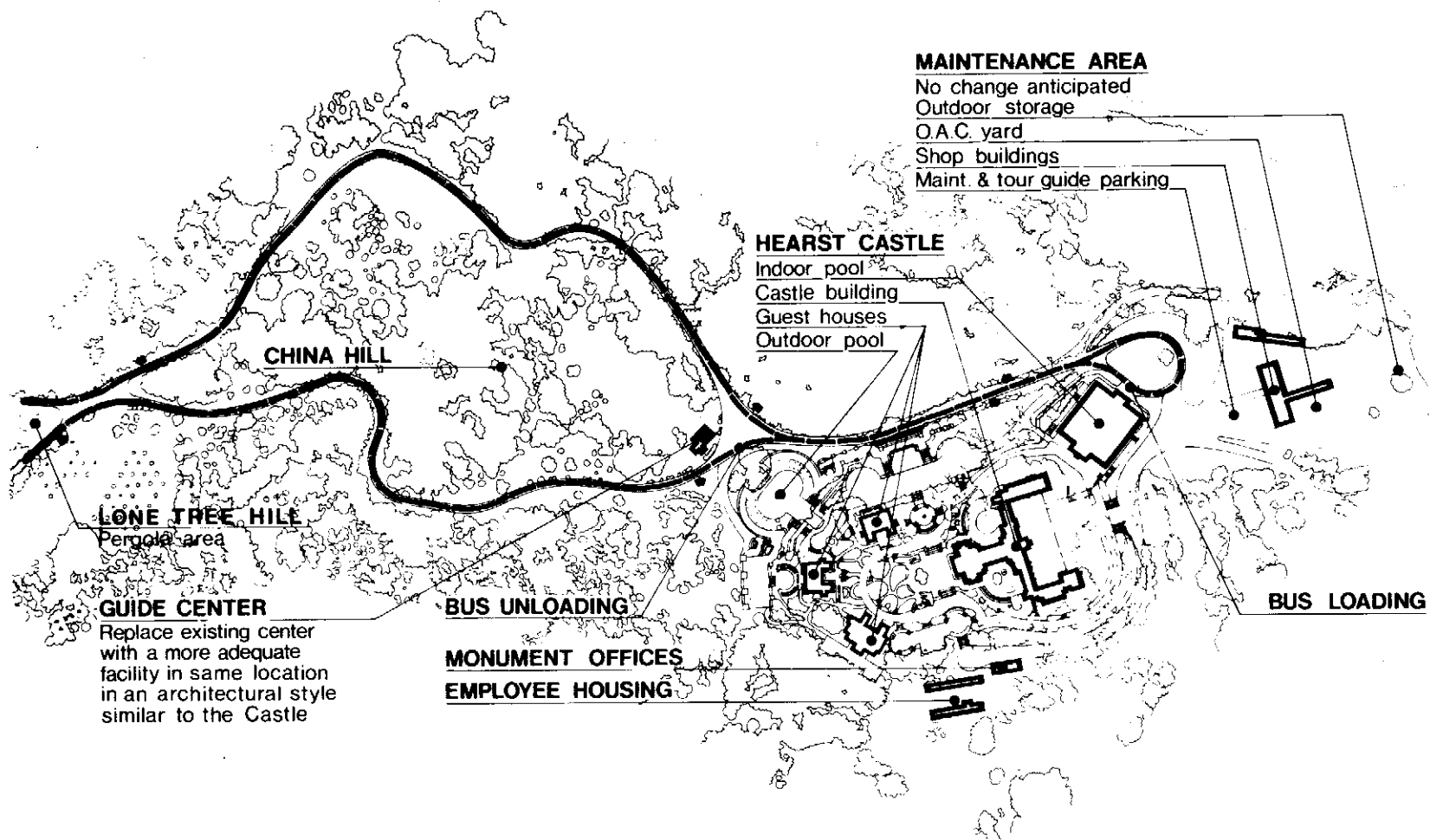
Adjacent Castle Area

The park administration buildings are located on the hilltop south of the castle. Immediately east of the castle are the main facilities, which include outdoor and indoor storage areas.

Located across the access road and west of the castle entry is a tour guide building. This area is known as China Hill, and is the site for the office and lounge facilities for tour guides.

Tour guide offices and lounge.





Hearst San Simeon

State Historic Monument

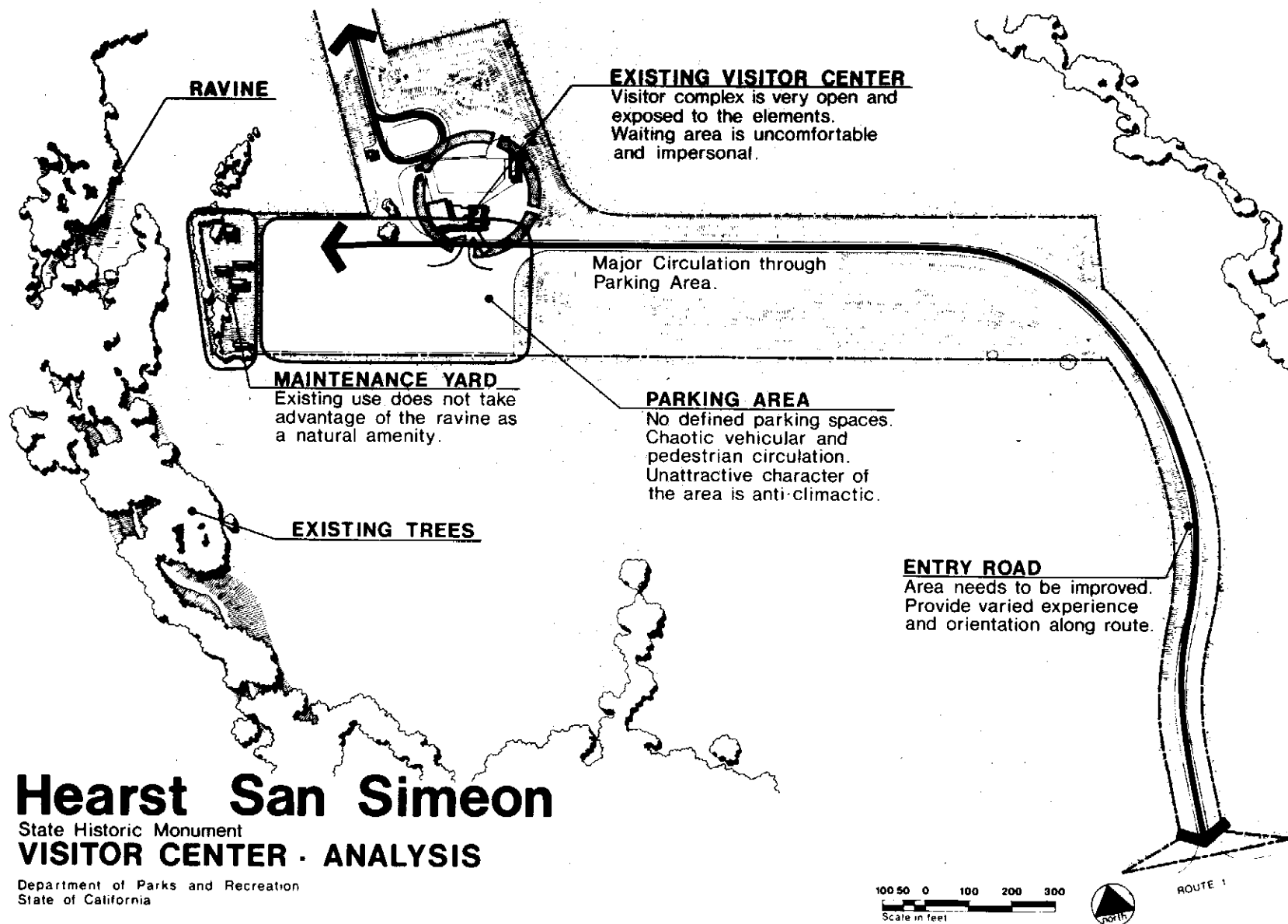
HEARST CASTLE & CHINA HILL

Department of Parks and Recreation
 State of California

◆ direction of traffic flow

100 50 0 100 200 300
 Scale in feet







Visitor, Parking, and Maintenance Facilities

Visitor parking area. New road alignment to be on left side of photo near parked van.

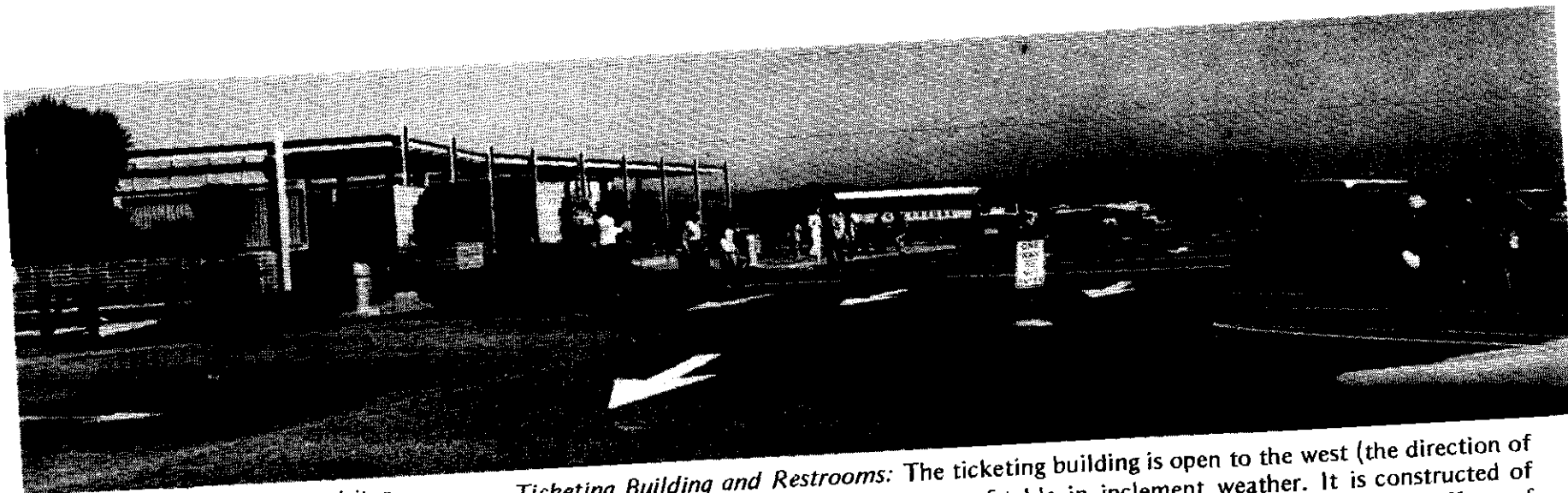
The present visitors' parking and bus staging area was formerly the airstrip for Hearst's Piedra Blanca Rancho. It had been abandoned by the Hearst Corporation for a better facility to the north, and was available for immediate use by the state with little development cost. An easement was allowed from the south end of the old runaway to State Highway 1, and a connecting road installed. With the addition of a small visitors's building that houses a ticket office, an information booth, and restrooms, converted mobile home units for a food and gift concession, and a small automotive and roadway maintenance area, the park unit was ready for operation. With minor alterations, expansion, and improvements, visitor facilities at the bottom of the hill continue to operate as originally established.

Recreational Resource Deficiencies

The existing visitor center was installed to bring the unit into immediate use, with little advance planning undertaken. The reservation system, areas of parking, transporting of visitors up the hill, and their guidance through the castle are handled efficiently. However, the center has little to offer visitors in the way of amenities, entertainment, orientation, or interpretation of the monument. This is despite the fact that there is usually considerable waiting time, which could be used to advantage in expanding visitor experiences.

Specific comments on area deficiencies are:

Parking: The current visitor parking area is completely paved — without trees, planted areas, well-designed directional signs, or other amenities. Within this area, there is unrelieved glare from the paving and parked vehicles. Although a diagonal parking pattern is used and arrows are painted on the pavement to direct traffic, visitors remain confused, and frequently disregard the traffic flow pattern. Areas are provided for tour buses and recreational vehicles; however, they are not clearly marked, and lack strong identity. Consequently, recreational vehicles are found within the automobile parking areas.



Present temporary visitor facility buildings

Ticketing Building and Restrooms: The ticketing building is open to the west (the direction of prevailing winds), making this structure uncomfortable in inclement weather. It is constructed of steel frame and concrete block, and needs frequent painting to protect the metal from the effects of salt spray off the ocean. The adjoining restroom wing is well built and well maintained; however, during the peak (5,000 per day) visitor season, with an average of 3,800 paid visitors per day, restrooms often have to be cleaned every two to three hours, resulting in highly inconvenient and uncomfortable waiting for impatient visitors.

Concessions Buildings: The concession for short-order food and the small gift shop are located on the south side of the visitors' building quadrangle. Since little has been done to improve the appearance of these converted mobile homes, the architectural character is bland and formless, and therefore conspicuously lacking in grace, style, and comfort. The food concessions facility also offers no tables at which to eat, and few benches are provided. Food is juggled on laps and spilt, causing much discomfort to already impatient visitors.

Castle Bus Staging Area: The buses to the castle turn around, load, and unload at two docks east of the ticketing building. These docks and the waiting areas are unprotected from sun and rain, so visitors must move from the shelter of the ticketing building a distance of about 100 feet to board a tour bus.

Maintenance Area: The automotive and roadway equipment maintenance area is located at the north end of the parking area, and is concealed from the view of visitors by a wood fence, six feet in height. The site has large eucalyptus trees along its western edge, and offers fine views into the oak-filled canyon immediately below it, and northward across the Hearst property to the coastal plain and mountain range. Although it is highly desirable to house maintenance equipment next to the parking lot, storage of equipment here pre-empts the area of the highest amenity for a purely utilitarian purpose.

The maintenance area also suffers from a lack of storage space for housekeeping supplies. At least 50 percent more storage space is needed to meet demands of the visitor center. This need is now being met by storing supplies at the rear of the indoor pool building inside the castle.

RESOURCE MANAGEMENT PLAN



RESOURCE MANAGEMENT PLAN

Hearst San Simeon State Historical Monument is located on State Highway 1, midway between San Francisco and Los Angeles. The entrance to this historical unit, which is east of Highway 1, is about 42 miles north of the town of San Luis Obispo, the county seat of San Luis Obispo County.

Lone Tree Hill and San Simeon Point areas are discussed in this plan because they are an integral part of the mansion's history, although they are not presently in state ownership.

The purpose of historical units such as this, according to the Public Resources Code, Division 5, Chapter 1, Section 5001.5, paragraph (e), is to preserve objects of historical and scientific interest, and to commemorate important persons or events. Such units are to be named appropriately. Hearst San Simeon State Historical Monument fulfills these code requirements of preservation, commemoration, and naming.

Resources Summary

Cultural Resources

To maintain historical consistency, a future goal should be negotiation for the acquisition of Lone Tree Hill.

Archeological surveys will be made of any property acquired in the future, and all necessary precautions will be taken to protect any aboriginal sites.

The historical and cultural resources of the monument are the buildings, their contents, the grounds, and the swimming pools, contained within 123 acres on La Cuesta Encantada (The Enchanted Hill). Many priceless antiques from throughout the world were purchased for the structures and gardens by the late William Randolph Hearst.

Since the full story of Hearst's mansion, now known as Hearst Castle, involves San Simeon Village and Lone Tree Hill, it is desirable to include these areas in the interpretive story of the unit. The history of the area from aboriginal times to the present could be effectively presented, including (1) lifestyles of original inhabitants (the aborigines); (2) the story of Spanish explorers passing through the area; (3) a description of whaling activities, including events at San Simeon Point; (4) the story of the original purchase of the area by the late George Hearst in 1865; (5) the movement in 1878 of the Sebastian Store (originally built in 1852) to the present location of San Simeon Village, and accompanying activities that occurred in reference to the village; and (6) a detailed resume of the development of La Cuesta Encantada, and its relationship to San Simeon Village and to Hearst's publishing empire.

Natural Resources

Hearst Castle is located on the crest of the seaward ridge of the Santa Lucia Range, and commands sweeping views of both the coastline and the mountainous interior. The same natural factors that made this site attractive to the Hearst family provide an outstanding experience for visitors.

There are extensive grasslands on the coastal terrace, and on some slopes facing the ocean. These are interspersed with woodland composed largely of mixed evergreen forest, in which coast live oak and California laurel are prominent species. Particularly on north-facing slopes, this woodland ascends to the crests of the ridges, and provides, with the intermingled and contrasting grasslands, a scenic mosaic that is typical of coastal California. There are numerous large live oaks in the gardens surrounding the castle, which greatly enhance both the architectural and horticultural values present there. Arboricultural techniques have maintained these trees in good condition, and should be continued.

A wide variety of native birds is present in the surrounding woodland, and these are attracted to the gardens in large numbers. The same is true of deer, which can be a serious nuisance during seasons when natural forage is dry. Control measures, particularly fencing, have been taken in the past and will need to be continued.

Recreational Resources

Enjoyment of natural scenery is always high on any list of favorite recreational pursuits, and this historical unit affords some exceptional opportunities for that activity. If additional lands can be acquired and made accessible to visitors, the opportunities will be even greater.

Many kinds of recreational activities would be either highly inappropriate or downright destructive at this location, and must not be considered. Only those recreational resources that either enhance or are totally compatible with enjoyment of the prime cultural resources and their natural setting may be developed or pursued.

Declaration of Purpose

The following Declaration of Purpose was approved by the State Park Commission October 23, 1964, and adopted by the Director of the Department of Parks and Recreation on the same day:

The purpose of Hearst San Simeon State Historical Monument is to make available to the people the mansion at "La Cuesta Encantada" as a memorial to William Randolph Hearst, in accordance with the conveyances, maintaining it as a historical monument and museum with its priceless collections of historic objects and art treasures, in its hilltop setting of woodland and gardens; together with all related scenic, historical, and cultural values of the area.

The function of the Division of Beaches and Parks at Hearst San Simeon State Historical Monument is to preserve, restore, and maintain the Hearst mansion and its contents, and related structures and grounds; to provide an approach and setting in keeping with the grandeur of the buildings; to interpret fully and effectively the values of the unit and the unique life and era of William Randolph Hearst; and to provide such other facilities and services, consistent with the declared purpose of the unit, as are necessary for the full appreciation of the unit by visitors.

Declaration of Resource Management Policy

In order to fulfill the declared purpose and function as originally approved and adopted October 23, 1964, it shall be the policy of the Department of Parks and Recreation to preserve, restore, and maintain, as appropriate, all cultural resources of this unit.

If it is possible to negotiate acquisition of Lone Tree Hill, the arbor, which is an integral part of Hearst's development of La Cuesta Encantada, should be restored, maintained, and interpreted for public enjoyment. For security reasons, consideration should be given to offering structured tours only at this site. However, the department should not begin negotiations to acquire Lone Tree Hill until the problem of inadequate water supply has been solved.

The visitor services, maintenance, and supporting facilities shall be kept in a separate and isolated relationship to the cultural resources on La Cuesta Encantada, and shall not be permitted to visually or physically impair the integrity of these resources.

The Hearst Corporation envisions a historical setting which embraces Hearst San Simeon Point, the village, and its relationship to the castle.

To the extent possible through cooperation with the Hearst Corporation, exotic animals remaining on the ranch lands below La Cuesta Encantada will be retained and interpreted for visitor enjoyment.

A system of cataloging, recording, and identifying the vast art and artifact collections, following accepted museum procedures, will be developed, implemented, and maintained.

The best available art conservators will be retained, and art conservation techniques will be used continuously to prevent deterioration, through age or use, of the priceless artifacts that are built into or housed within the castle, the related guest houses, and other structures.

The architectural "office" of Julia Morgan on the grounds will be maintained and interpreted as a significant part of the story of La Cuesta Encantada.

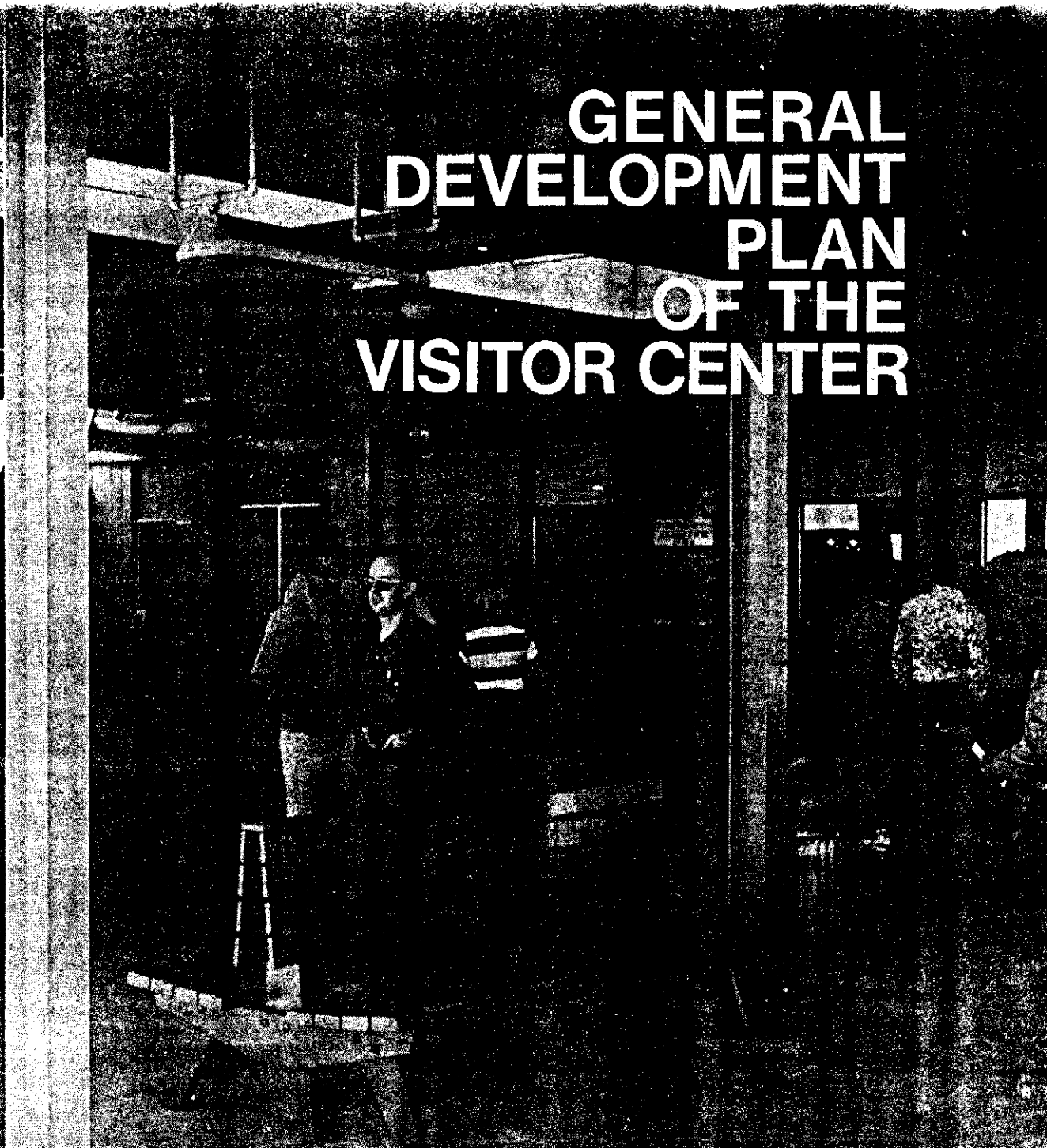
The castle carillon has been restored, and will be played as part of the monument visitor experience.

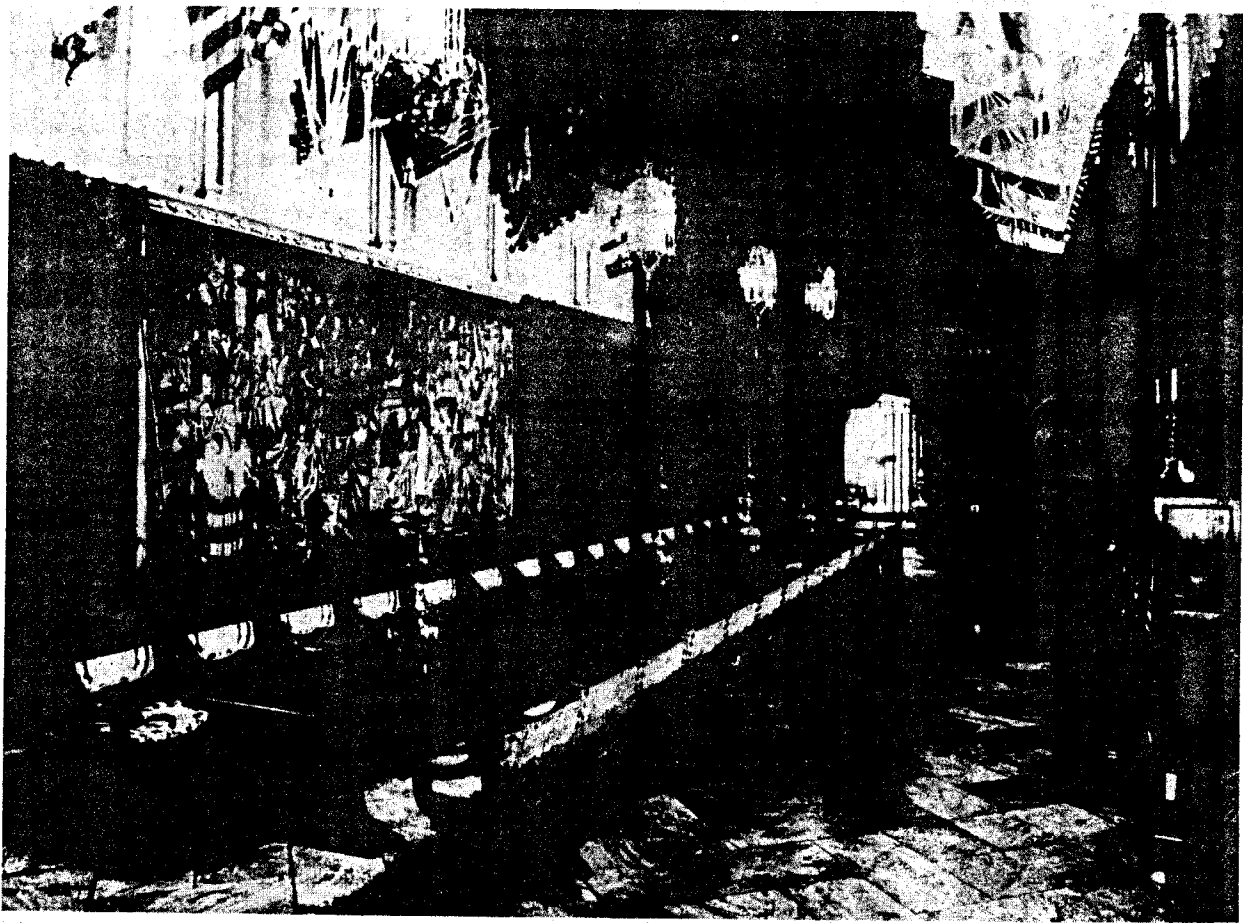
The gardens of La Cuesta Encantada will be maintained in perpetuity as a prime historical feature of the monument.

With the cooperation of the Hearst Corporation, the open ranch-land setting of the La Cuesta Encantada should be maintained. Natural woodland features must be managed to perpetuate their scenic values, which largely formed the basis for the selection of the site by Hearst.

All activities within Hearst San Simeon State Historical Monument shall be carried out under the guidelines established by the Resource Management Directives of the department and the restoration preventive maintenance program which is already being carried out by the office of the State Architect.

GENERAL DEVELOPMENT PLAN OF THE VISITOR CENTER





GENERAL DEVELOPMENT PLAN

Hearst San Simeon State Historical Monument is an outstanding tourist attraction of our state, and enjoys world renown for its architecture, exquisite furnishings, and valuable art objects. Tours of the castle now operate at more than 50 percent capacity for more than 300 days each year, and many visitors without reservations must be turned away during peak months.

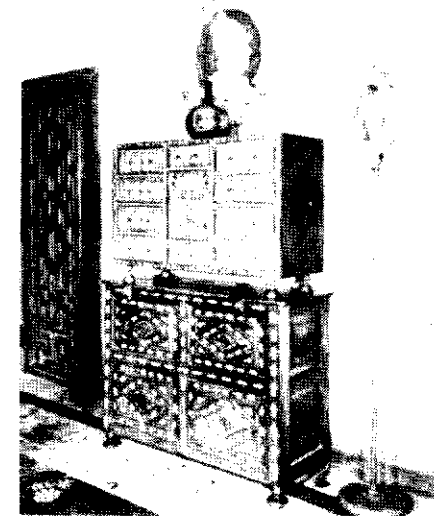
Because of this extraordinary popularity, it is particularly important that we have an adequate visitor center that will permit well-planned orientation and interpretative activities, an orderly system of moving automobiles and charter buses, and a sheltered staging area to accommodate visitors waiting for tour buses to take them up to the castle.

It must be remembered that the castle was never intended to be a museum — it was a beautifully furnished private residence, housing one man's private art collections. The art treasures are unprotected, and the passageways are not wide enough to accommodate large numbers of visitors. The most successful way to allow the public to fully enjoy and appreciate the castle and its environs is through controlled guided tours. It is important not to overcrowd the castle hilltop. A major appeal of a castle tour is that it makes each visitor feel like an invited guest, with the castle awaiting discovery.

To meet the need for improving the quality of the visitor's experience, this General Development Plan proposes replacement of the temporary facilities with a permanent structure and a better tour staging area, development of more orderly traffic and parking arrangements, and expansion of interpretive programs offered to the public.



Morning Room



Spanish vargueno, late 16th Century



"Pygmalion and Galatea" by Jean Gerome, 19th Century French artist. This statue of Carrara marble stands in the vestibule of La Casa Grande.

Proposed Developments

Visitor Center

It is recommended that a new visitor center be constructed that will be designed to provide adequate space for expanded interpretive programs and orientation for visitors. This new facility would include a ticket office, administrative offices, a guide office, fast food service, souvenir shop, employee break area, restrooms, protected waiting and eating area, interpretive displays, bus loading platform.

To reflect the character of the region, the structure would be built in the California Mission style. This style is harmonious with many major structures built by the Hearsts at their ranch, the castle, and much of the architecture of the nearby village of San Simeon. Originally developed through the use of native materials, the style is both handsome and functional. The heavy walls provide protection from both heat and cold, and the Mediterranean architecture maintains a feeling of relaxed outdoor living.

Traffic Arrangements

Improved parking facilities are recommended to facilitate vehicle flow. The road through the parking area will be realigned to improve circulation, and special parking areas will be clearly designated for individual cars, recreational vehicles, and tour buses.

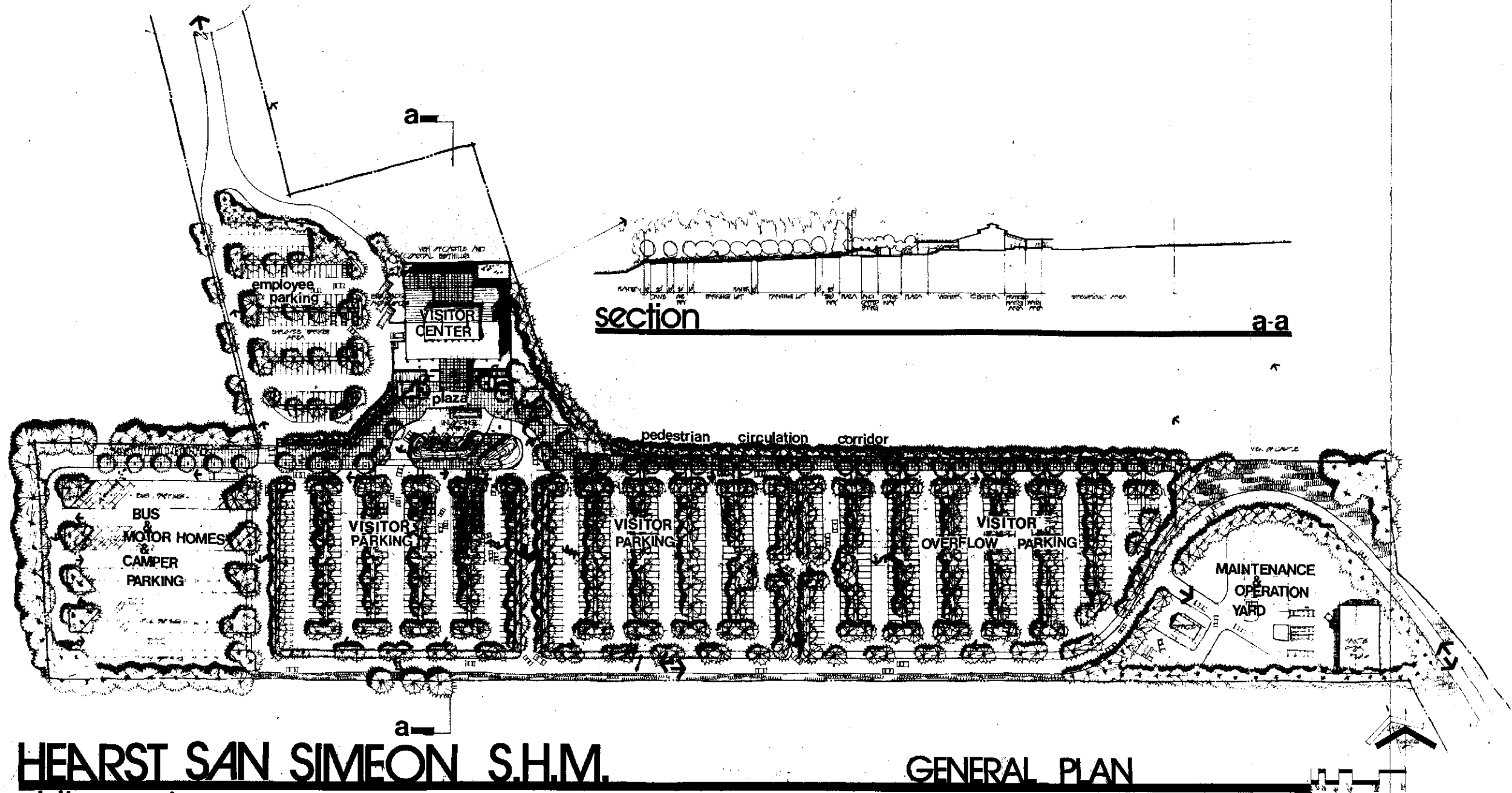
During its meeting of January 13, 1978, the California State Park and Recreation Commission adopted the following motion regarding parking:

THAT THE DEPARTMENT BE INSTRUCTED TO DEVELOP THE CONCEPT OF SLANT PARKING ON THE LOT WHEN THE DETAILED PLANS ARE DRAWN UP. CONSIDERATION SHOULD BE GIVEN TO SMALLER SIZE SLANTED SLOTS WHICH WOULD BE AS EFFICIENT AS LARGE SIZE PARALLELED SLOTS WHICH WOULD NOT REDUCE THE TOTAL NUMBER OF SLOTS WHILE PROVIDING A GREATER DEGREE OF SAFETY FOR THE USER.

30



Hearst ranch buildings are in the California Mission style architecture.



HEARST SAN SIMEON S.H.M.

visitor center

State of California The Resources Agency
DEPARTMENT OF PARKS & RECREATION

GENERAL PLAN

DESIGNED CATHACHO	DATE	REVISIONS	RESOURCES AGENCY OF CALIFORNIA DEPARTMENT OF PARKS AND RECREATION APPROVED <i>Blair W. W. W. W.</i> DATE 6/1/47	HEARST SAN SIMEON S.H.M. GENERAL PLAN Visitor Center	DRAWING No.	SHEET No. 1
DRAWN CATHACHO						
CHECKED						

The parking area will be divided into smaller units by appropriate plantings that will soften the parking area's appearance and screen it from the highway. Ease of property surveillance by security personnel will be ensured by selecting low shrubs and trees that will not interfere with the view.

A part of the parking area will be used to store miscellaneous supplies, as well as automotive and maintenance equipment now located in the maintenance yard. This area will be effectively concealed from view with plantings, and will be protected by appropriate fencing.

It is not proposed to expand the capacity of the parking lot, which now accommodates about 700 vehicles, because it is considered that the tour system now provides for the maximum number of visitors consistent with our aim of providing the most rewarding visitor experience possible. As the map shows (see p. 31), there will be some rearrangement of parking and bus drop-off zones within the area now used for parking and the existing visitor center.

Existing Constraints

To carry out the recommendations as presented in this plan, two vital conditions must be met: a reliable and adequate source of water must be developed, and permission to proceed with the developments must be obtained from the California Coastal Zone Conservation Commission.

Water Supply: At present, all water for the unit comes from a spring on Pine Mountain and a well on the Hearst property. These sources can provide only enough water for existing facilities.

Additional water will be needed to service the additional plantings.

There are no potential water sources on state lands. Geologic formations at both the visitor center area and on the hilltop are unlikely to yield useful amounts of water. A well drilled at the visitor center resulted in a "duster." There is also no prospect in the foreseeable future that imported water will be available from either the State Water Project or the San Luis Obispo Water Agency.

A study of potential water sources in the area was included in the Osmundson Report. It indicates that the only potential sites are on the surrounding Hearst Corporation lands. Therefore, negotiations for critically needed water rights must be initiated with that corporation. Additional water sources, or increased storage capacity, is absolutely essential to any expansion of the landscaped area.

Coastal Commission Approval: The 22-acre parcel which now includes the existing visitor center, maintenance yard, and parking area, lies within 1000 yards of the coastline, and therefore falls within the jurisdiction of the California Coastal Zone Conservation Commission. If the proposals in this General Development Plan are approved, permission to implement them will be applied for from the Commission.

Of these two constraints, the water requirement has priority. We can build a visitor center and staging area entirely on state-owned lands. It is the recommended solution, and it can be done. However, additional landscaping will require a reliable water supply.

View of the coast



Additional Recommended Acquisitions

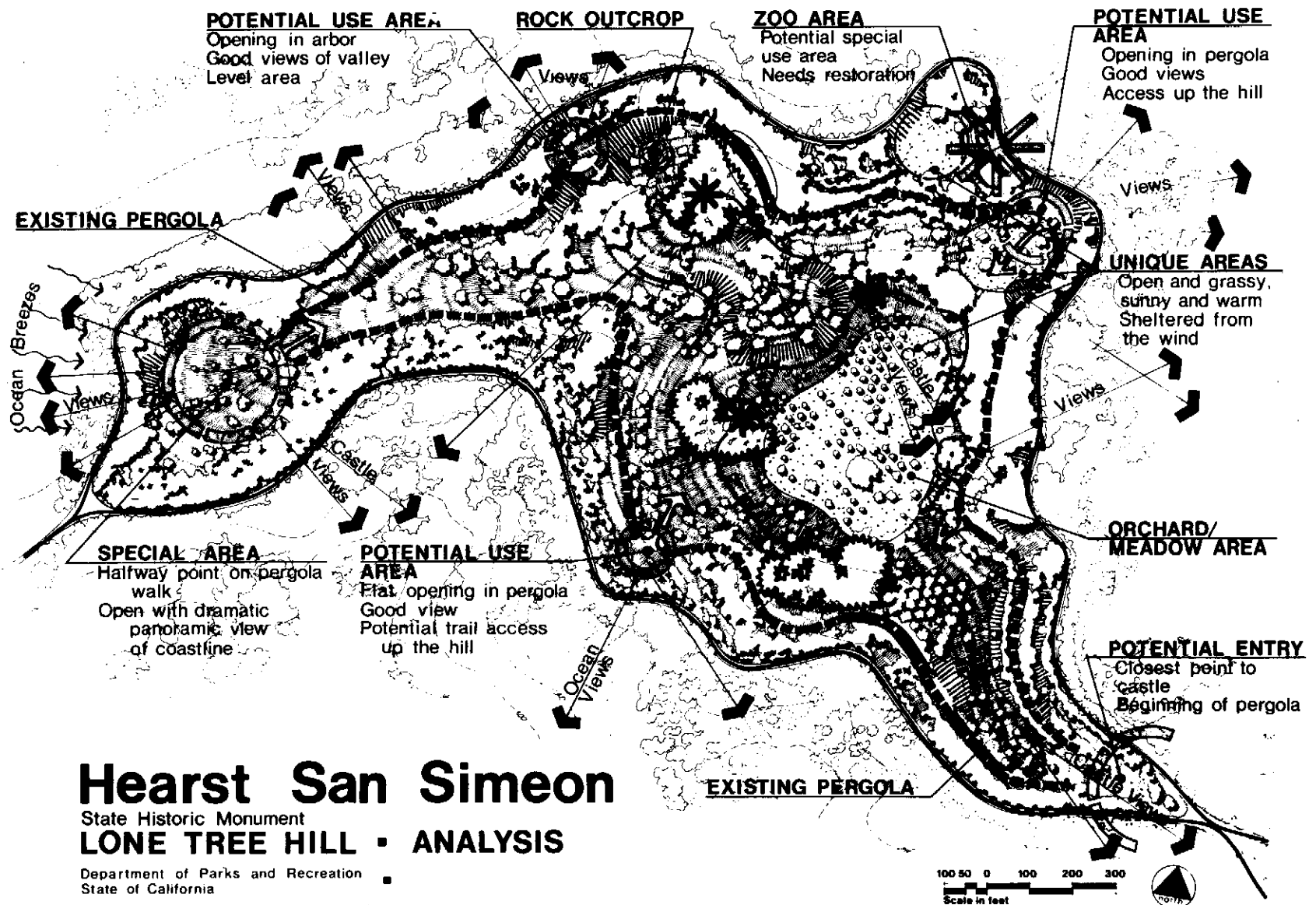
Lone Tree Hill

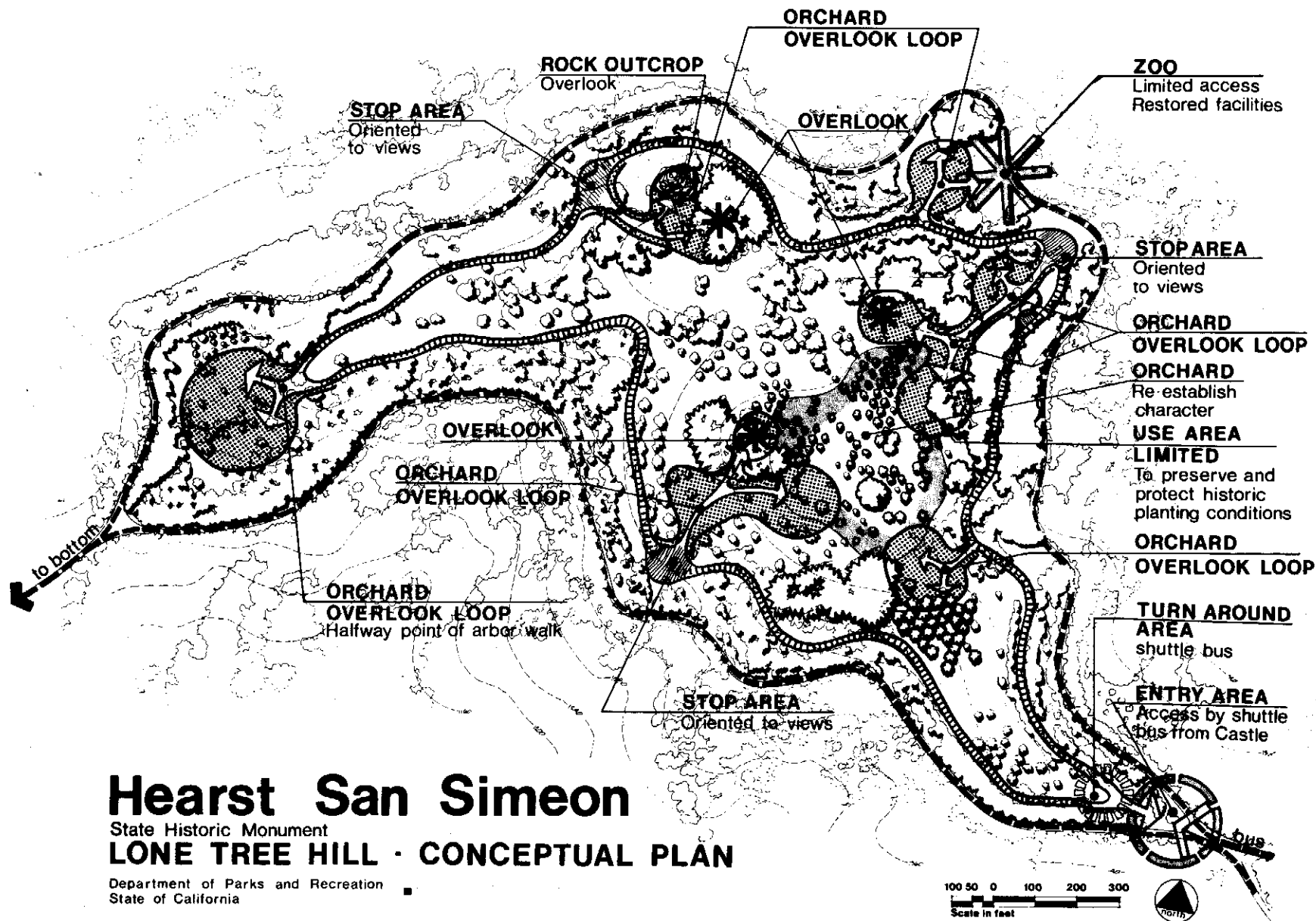
Special consideration should be given to acquiring the area known as Lone Tree Hill at some future date. Not included in the initial gift to the state, Lone Tree Hill is an important part of the estate, and its acquisition and interpretation would enable us to offer visitors a more complete accounting of the Hearst story, as well as an area of exceptional beauty to enjoy.

On Lone Tree Hill, Hearst established a pergola, an arbor covering a walk that winds along the hill for about 1.3 miles. From the pergola, there are spectacular vistas in every direction. It was meant to be a place where Hearst's celebrated guests might take a leisurely stroll to see extensive views of the surrounding hillsides, the ocean, and the castle, as well as the nearby orchards of apple, fig, plum, olive, peach, apricot, and walnut trees. The arbor itself displayed espaliered fruits and ornamentals throughout its entire perimeter.

The pergola on Lone Tree Hill









Interpretive Prospectus

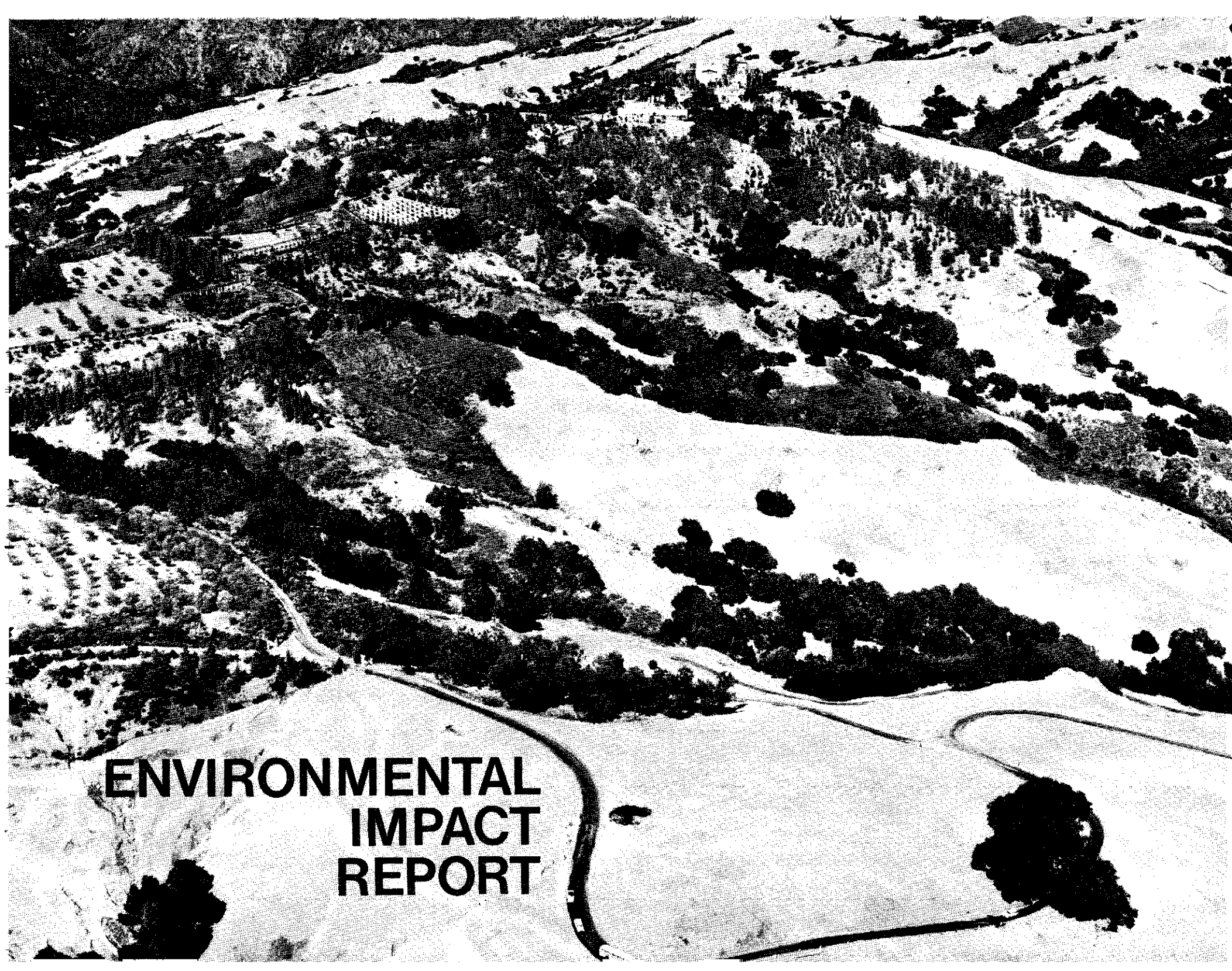
An expanded interpretive program is strongly recommended for the new visitor center. It is believed that visitors will gain much more from their visit if they are well-oriented first.

Interpretive Periods

The interpretive period that should be emphasized at Hearst Castle is the period 1919-1947. This period covers the time of the castle's construction, and its use as a business and entertainment center by William Randolph Hearst. Secondary interpretation periods should be the years 1865-1919, 1769-1865, and the Indian period. Interpretation of the period 1865-1919 would give visitors some background concerning the Hearst family. The period 1769-1865 covers both the mission and rancho periods of the San Simeon region. Interpretation of the Indian period would provide information about the Salinan tribal culture.

Interpretive themes for visitors to experience at the center are many, and can be presented using various media. Some themes include:

1. A Natural history exhibit of the Hearst regional resources
2. An exhibit of architectural drawings of the castle and information about its architect, Julia Morgan
3. Explanation of the castle's construction
4. An exhibit displaying how artifacts are restored, including tools and techniques and before-and-after photos
5. Exhibits depicting Hearst's professional life
6. Live craft demonstrations of art techniques seen at the castle, such as the arts of gesso, woodcarving, and tapestry.



ENVIRONMENTAL IMPACT REPORT

Compliance with the California Environmental Quality Act

The draft Environmental Impact Report was prepared for the preliminary Hearst San Simeon State Historical Monument Resource Management Plan and General Development Plan, dated April 1977. The report was circulated in compliance with C.E.Q.A. One comment was received as a result of the review period. This was from the California Regional Water Quality Control Board, Central Coast Region. A response to this comment, and the memorandum with the comment, is attached to and made part of the Final Environmental Impact Report.

The current General Development Plan has been reduced in scope from the Preliminary Plan of April 1977. Therefore, a revised Eir is not necessary.

The precise project will be described in the Notice of Determination.

ENVIRONMENTAL IMPACT REPORT

The Environmental Impact Report (EIR) is divided into three major sections: (1) Description of Project; (2) Description of Environmental Setting; and (3) Environmental Impact. The content of the latter two chapters is not treated in detail because of the broad, general nature of the project description. The General Development Plan for Hearst San Simeon State Historical Monument has a broad approach; therefore, the EIR is also a broad assessment of the potential impacts. Whenever a specific phase of the overall plan is budgeted and proposed for implementation, a more detailed and specific environmental assessment will be prepared for that particular project. For example, an environmental document will be presented at the time that negotiations for the 3-acre parcel recommended for acquisition are actually in process.

It is recognized that at some future date the department may acquire Lone Tree Hill, and may acquire land in the village of San Simeon for additional parking. If these areas are acquired, another environmental assessment will be necessary.

Description of Project

Location: See General Description, Introduction, p. 3.

Objectives: See Purpose, p. 24, and introduction to the General Development Plan, p. 29.

Project Description: See General Development Plan, p. 31.

Description of Environmental Setting

Existing Environment: See Resource Inventory, p. 9.

The General Development Plan proposes development on a 22-acre parcel (state-owned) and an adjacent 3-acre parcel (at present owned by the Hearst Corporation).

Environmental Impact

The Significant Environmental Effects of the Proposed Project

SHORT-TERM EFFECTS

Removal of the existing visitor center and construction of a new facility will cause short-term effects such as dust, noise, and inconvenience to the public.

LONG-TERM EFFECTS

The following is a summary of possible long-range effects on the existing natural environment, private and public services, and community health and safety.

1. Effects on Air — Since the proposed visitor center parking will accommodate the same number of vehicles as does the existing lot, there should not be any increase in vehicular traffic, and therefore no increase in traffic-related air pollution.
2. Effects on Geology and/or Soils — Acquisition and development of the 3-acre triangular parcel of grassland next to the existing visitor center area would have a minor impact on a very small part of the area. Some increase in runoff could be expected. This runoff might drain into neighboring lands owned by the Hearst Corporation. This parcel has been used in the past as grazing land, and has already been altered as a consequence.

All other proposed development will take place on land that is now paved, so no further effect on geology or soils is to be expected.

3. Effects on Water Supply — A supplementary water supply will be needed to supply the enlarged facility, specifically for added restrooms and irrigation of proposed landscaping.
4. Effects on Vegetation — The only existing vegetation that will be affected will be the grassland on the proposed land acquisition next to the existing visitor center. Vegetation will be planted within the area now used for parking, to delineate separate parking areas for private cars, recreational vehicles, and buses. Species that will be used for landscaping purposes have not been determined.
5. Effect on Cultural Resources — There are no recorded archeological sites in the visitor center area; however, several are located in the surrounding areas. One is located to the north of the visitor center on Hearst Corporation lands. If new water supply sites and reservoirs are developed, the potential for disturbing archeological sites exists.
6. Effects on Private and Public Service Demand — It is anticipated that several private and public service demands would result from the proposed development.
 - a. Onsite construction could temporarily increase local employment.
 - b. The new visitor center will use larger amounts of fuel, power, and water.
7. Effects on Visual Quality — The new visitor center in the suggested location would improve the visual quality of the area. The new buildings would blend with the landscape,

and would be in harmony with other structures in the unit and in the surrounding areas. Smaller paved parking areas, separated by vegetation, would replace the single large parking area that now exists. Visitors would be able to enjoy an unobstructed view of the oak-filled ravine, since the maintenance yard would be relocated.

Significant Environmental Effects That Cannot Be Avoided If the Proposal Is Implemented

The environmental effects discussed above can all be eliminated or reduced to minimal effects; therefore, there are no significant environmental effects that cannot be avoided.

Mitigation Measures Proposed to Minimize the Significant Effects

1. Landscaping and proper drainage facilities would help minimize any erosion caused by runoff into the ravine and other Hearst Corporation lands surrounding the proposed new staging area for buses.
2. All cultural resources, especially archeological sites, will be identified and protected from damage by any construction. Water facilities will not be located on archeological sites unless absolutely necessary, and in such a case, precautions will be taken to preserve any artifacts by removing them from the site.
3. Careful studies will be conducted on possible energy sources for heating or cooling the new visitor center, with a view toward conserving energy in every way possible. After specific plans are developed, an environmental document will be presented.

Alternatives to the Proposed Action

1. No Project. If no replacement for the existing visitor center is constructed, the problems concerning aesthetics, public inconveniences, lack of interpretive facilities, and other problems would continue and get worse.
2. Replacement, But Not Relocation, of the Existing Visitor Center. The alternative of replacing the present visitor center with a better facility located in about the same place offers very little return for the cost. If a new facility is to be built, it should be located in an area that provides visitors with the added benefits of a very attractive setting and pleasing vistas.
3. Restriction of All Development to Existing State-Owned Lands. If acquisition of the 3-acre triangular parcel cannot be effected, space from either the parking area or bus-loading area (or both) could be used to make a castle tour bus staging area. In this case, the new visitor center might be built either on the northern part of the existing maintenance yard, or in the same place the center is now located. This alternative would seriously reduce much-needed parking space.

The Relationship between Short-Term Uses of Man's Environment and the Maintenance and Enhancement of Long-Term Productivity

Somewhat larger amounts of fuel, power, and water will be needed for the unit as a result of this proposed development, but there will be no substantial change in the general use to which this particular environment is being put. The present facility was intended to be temporary, and is very unsatisfactory in terms of size, appearance, location, and ability to serve the public fully. The proposed development would improve the quality of the unit's long-term productivity.

Any Significant Irreversible Environmental Changes Which Would Be Involved in the Proposed Action Should It Be Implemented

The commitment of nonrenewable resources such as gasoline and building materials for construction of the visitor center and bus staging area is the only irreversible environmental change anticipated.

The Growth-Inducing Impact of the Proposed Action

No substantial growth-inducing impact is anticipated from implementation of the proposed action.

Organizations Consulted

California Coastal Zone Conservation Commission

Planning Department of San Luis Obispo County

Theodore Osmundson and Associates, Landscape Architects, San Francisco

Responses To Comments From Public Agencies

In compliance with the California Environmental Quality Act, the Draft Environmental Impact Report was prepared for the first preliminary Hearst San Simeon State Historical Monument Resource Management plan and General Development Plan, dated April 1977. The report was circulated to the following agencies:

1. San Luis Obispo County Planning Commission
2. Dr. Robert Mark, Sierra Club State Park Task Force
3. State Clearinghouse (15 copies)

As a result of the review period, one comment was received from the California Regional Water Quality Control Board, Central Coast Region:

To : State Water Resources Control Board
Division of Planning and Research

Attention: 420:GH

Date: May 3, 1977

From : California Regional Water Quality Control Board
Central Coast Region—1122 Laurel Lane
San Luis Obispo, California 93401

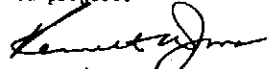
Subject: Hearst San Simeon State Historical Monument
Resource Management Plan
General Development Plan, and
Environmental Impact Report

We submit the following comments regarding the subject report, dated April, 1977. (No computer sheet received)

It is stated on Page 33 of the report that additional water will be needed to service expanded restroom facilities. No indication is given in the report of the anticipated increase in daily wastewater flow from the restrooms.

Wastewater from the visitor center is treated at the San Simeon Acres wastewater treatment plant. Flows during the tourist season approach the design capacity of the plant. Consequently, engineers for San Simeon Acres Community Services District have requested a Clean Water Grant to expand and upgrade the facilities.

A discussion should be included in the report on the availability of adequate wastewater treatment facilities to service the proposed project.


KENNETH R. JONES
Executive Officer

The department's response to this comment is:

The agreement with the San Simeon Acres Community Services District, dated June 10, 1971, provides for 50,000 gallons per day capacity of secondary sewage treatment. The new restrooms are an improvement of the existing facility, and will not appreciably increase the volume of effluent per day. The number of parking spaces and the size of the tour groups will remain essentially the same as they are now. Therefore, the new restroom facilities would alleviate the overcrowding problem, but the wastewater flows to the San Simeon Acres Community Services District would remain essentially the same. The proposed increase in water use would be used for landscape irrigation.

This report was prepared by:

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The EIR was prepared by:

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Associate Park and Recreation Specialist

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H.Lee Warren

Supervising Landscape Architect